

**Delaware State Arts Council Meeting Minutes
September 16, 2015
10 a.m. to 12 p.m.
Kent County Theatre Guild, Dover DE**

Attending: Council: Lise Monty (Chair), Tina Betz, Donna Blakey, Robert Connelly, Lori Crawford, Robert Fitzgerald, Ralph Kuebler, Mary Ann Miller, Heather Morrissey, Cheryle Pringle, Michael Quattrociochi, Carol Rothschild, John Sarro, Catherine Walls

Staff: Paul Weagraff, Kristin Pleasanton, Sheila Ross, Katie West, Gwen Henderson, Dana Wise

Absent: Jon Newsome, Madeleine Bayard, Roxanne Stanulis

The meeting was called to order at 10:00 a.m.

Motion and second to approve the minutes from the June 18, 2015 Council meeting – All in favor.

Chair's Report – Lise Monty

Welcome to the new council members; Michael Quattrociochi, Donna Blakey, Bob Connelly and Mary Ann Miller. Current council members and staff all introduced themselves. Lise Monty complimented the Strategic Plan 2.0 brochure.

Council member had a question regarding an item, support for artists, in the minutes with changes to the IAF process. Staff explained that a change was done to increase the waiting period for artists who had won at a certain level; something that was in place for only one level and it's been expanded.

Motion and second to approve the minutes from the June 18, 2015 Council meeting – All in favor.

Lise reminded council members that it's part of their responsibility to always be aware of people who might be good council members.

Lise went to the DE Symphony Orchestra opening concert and said it was just amazing and remarkably done considering that they've had some problems in the past.

Director's Report – Paul Weagraff

Staffing

The Department of State has hired a new Director of Administration, allowing the Division of the Arts director to return to a single-agency focus. Accompanying this, the remaining staff have undergone an internal review of responsibilities, and realigned some duties. The Planner III position vacated by Terry Plummer's retirement is posted this week, and vetting candidates will begin once the position is closed. We hope to have a replacement in time for the Arts Summit.

Perhaps the biggest change internally will be Katie West's migration to taking over responsibility for all the organization grant programs, specifically: GOS, StartUp, Project Support, and Opportunity grants. Sheila will retain responsibility for all Education grants, Roxanne will handle individual artist grants, and Paul will re-assume the Arts Stabilization grants.

The new Planner will be hired to take on the Communications and Marketing responsibilities of the agency, which over the past several years has been expanded remarkably by Roxanne and Katie into what constitutes a full-time position. From recent strategic planning back to the last NEA application review, the Division receives high marks for its Communications efforts.

Arts & Economic Prosperity V

The Division of the Arts has committed to participating in Arts & Economic Activity V in FY2016, to update the data we have on the economic impact of the arts in Delaware.

The process, spearheaded by Americans for the Arts, should begin in the next several weeks, and continue through the winter. The next national iteration of the study will come out in the late spring of 2016. The Division will work closely with the Delaware Arts Alliance and arts community to provide data, collect audience intercept surveys, and respond to inquiries from AFTA.

Funding Issues

The Division received considerable positive attention this year from the annual NASAA report on legislative appropriations, resulting from a news release issued by the Delaware Arts Alliance, highlighting Delaware as ranking third in the nation for per capita spending on the arts.

FY2016 funding is relatively stable from FY2015. However, current projections for FY2017 indicate a project \$150m shortfall. The Division will be asked to provide contingency budgets as the budgeting process continues. We will also need to prepare for what cuts in the budget for next year may mean. Our single largest budget line is grants, so this will likely impact our ability to support arts organizations.

It is extremely important that arts advocates continue to speak publically to the importance of the arts as they impact our communities: economic activity, education, and quality of life in our communities.

50th Anniversary of the NEA

The National Endowment for the Arts is celebrating its 50th anniversary later this fall. As part of that celebration, they are creating a series of short videos featuring each state and the role the NEA has played in supporting the arts.

Katie West is working with NEA representatives to coordinate a short piece that will include interviews with Poet Laureate JoAnn Balingit, artist and Council member Lori Crawford, and Division Director Paul Weagraff. Images and clips from the Division's YouTube videos will be used as background to highlight the arts in Delaware.

NEA Application and Reporting

The Division has completed its application to the NEA for FY2017. It will be submitted by the end of the week. The deadline for submission is September 30, 2015.

State partnership applications are submitted on a three-year cycle, and this year Delaware is required to submit a full application. The application narrative focuses on: the agency's strategic planning process; the quality of the plan; and the implementation of the plan as it relates to the agency's and NEA's goals. As instructed by the NEA, the narrative this year presents the strategic planning process we just concluded, and the resulting new plan, but presents our implementation and accomplishments in the context of the previous plan.

Beginning this fiscal year, the National Endowment for the Arts has been mandated additional reporting requirements of its grantees and subgrantees. You have at your seat a paper copy of the Final Report that all applicants will be asked to complete online.

The Division received a grant from the NEA to update final report forms and to incorporate final reports into the eGrant system. Beginning this year, final reports that accompany online applications must be submitted electronically, thereby completing the transition to online grants and reports. Only special projects, partnership grants, and TranspARTation grants will continue to submit hard copies of final reports.

The primary focus on new reporting requirements is to better identify the geographic and demographic reach of state and federal funding by reporting locations of actual program services, rather than locations of the service providers.

For your calendar

September 26, 2015	IAF Reception at Biggs Museum, Dover; 11am – 1pm Exhibition runs through September 27 th .
October 26, 2015	Biennial Arts Summit at Dover Downs Hotel and Casino
December 16, 2015	Quarterly State Arts Council Meeting (10am to 12 noon), Location TBD, New Castle County
February 23, 2016	Poetry Out Loud Finals, 7 p.m. Smyrna Opera House

Delaware Arts Alliance – DAA

Paul - DAA is the state's grassroots arts advocacy organization. They started about 6 years ago and have been incorporated as the advocacy organization for the state. As a state agency, DDOA can't go to the legislature and ask for more money and speak about the importance and value of the arts. The function of DAA is to organize arts advocates (those that are doing the arts - the organizations, the artists and community leaders), to bring them together, coordinate and present messages as citizenry and constituents who are being served by the arts. For example: DAA can reach out to the state candidates to present to them what's happening and encourage them to incorporate the arts into their platforms and debates to have the arts as part of the discussion.

DAA is spear-headed by Guillermina Gonzalez, executive director and former council member. She is also the chair of the State Arts Advocacy Network (SAAN) for the national umbrella organization, Americans for the Arts. The next SAAN is meeting in Wilmington on October 1st.

Carol Rothschild - I had been the DSAC representative member of DAA up until June 2016 and we need another council member to join the DAA. It's a very important connection for DSAC because we are aligned.

Staff Reports

Katie West

- Request for new council members to submit a photo and short bio – we'd like to feature each of them in a month of Arts E-news
- Report and PowerPoint presentation on a 5-question survey conducted - as a follow up to the surveys for the Strategic Plan - on how people use our communication tools and what they want from us. It was sent electronically by email to about 4,000 (plus/minus) people and also posted multiple times on social media, and on both of our websites. It was available for 2 months and we received 579 responses. We will forward a copy of the results PowerPoint to you. We asked 5 questions:
 1. How did you hear about us?
 2. What types of information do you appreciate receiving from the division?
 3. What are your most important sources for information on the division?
 4. How frequently do you use social media?
 5. How often do you listen to our podcast interviews?

Once they finished the survey, we also sent them directly to an email sign-up link. We've had a lot of sign-up activity in constant contacts, our email service. We've also we had a chunk of unsubscribes, which is good too because we lose those who don't want our communication and gain those who do.

- Please take some post cards to advertise our 'What's On' web application.

Sheila Ross

- TranspArtation Grant – This is a one-time (up to) \$300. grant to allow teachers in schools to take students on arts & cultural field trips – a mechanism to connect schools with those programs. It's a reimbursement

grant, so they pay for the transportation first then we reimburse them. We worked with the Dept. of Education on getting the information out to their schools. We announced the new grant at the Arts Conference for Educators, held this summer. Paul did an interview with WDDE. Katie posted it to social media, sent a press release and we've notified arts organizations as well. This year the total budget is \$7500. If it becomes a long-term program we may ask local corporations to pitch in and provide funding to us to administer on their behalf (Paul).

- Poetry Out Loud update – We're currently soliciting schools to participate. The finals will be held on 2/23/16 (snow date 2/25) at Smyrna Opera House and the national events are in May 2016. We will be soliciting council members to be judges.

Paul Weagraff

- Strategic Plan update – The brochure is complete. It was a lot of work and thanks to the council for all of your input. This plan was intentionally designed to present the overarching goals and objectives without going into detail about timeline or actual tasks. We as a staff now need to put together the operational plan for 2016 which will outline some of the activities we'll engage in this year to begin implementing this plan. We'll identify the activities, resources needed, timelines and measures to get there. It's a five-year plan from 2015 to 2020.
- Katie – Our main distribution was electronic and we sent out a PDF version to everyone on our email list who we sent invitations to participate in the Strategic Planning process (about 4,000 plus people). It's posted on our website on social media. We have 500 printed copies to be distributed to the legislators, council members and a few other VIP's. If you have suggestions of others who should have a copy, please let us know. A council member suggested sending to DAA members to use for their advocacy presentations and corporation contacts.

Kristin Pleasanton

- Arts Summit update – passed out brochures, postcards and registrations. The summit is on Monday 10/26/15 at Dover Downs. Online registration is open – we usually get around 230 – 250 people. Gov. Markell will be there (for the first time). Performances are by Melomanie, our POL winner and Cathy Walls. The keynote is Lily Yeh (internationally recognized artists whose specialty is 'bettering communities through the arts'. Randy Cohen is speaking as well. Council members are invited to present workshops and also volunteer in other areas we may need. Council receives complimentary registrations – you don't have to pay.

GOS Funding Questions - Paul

1. At what point does one organization's size negatively impact the other organizations' general operating support funding if we have level funding? – *Previously council approved that no one organization receives more than 10% of the pot of money.*
2. Is council still in agreement with us continuing to adhere to that decision? –vote - Motion to approve, 2nd, All approve.
3. Currently we base our funding formula for general operating support is based on the reported expenses of organizations and the question I had is does it make more sense to base it on reported revenues. I sent the question out to my counterparts around the country and the response was that most of them base it on expenses and not revenue. That puts us in-line with what most other organizations do.
4. In past years we've used a formula that doesn't factor in the ranking of the organizations in the panel review process. So, the question I pose (maybe at the December meeting) is to whether we would want to factor into the rankings in the panel review process, in some way, so that for those organizations that rank more highly – there would be some sort of recognition in the funding. The lower ranked organizations would still get funding, but there would be some kind of impact on how much they're getting based on their ranking.
5. I also asked the other agencies, do they work into their formula some kind of adjustment based on whether the organizations are operating in a surplus or a deficit. None of them do that but they integrate the rankings from the panel discussions into the funding. Some do tiers of grants – for example: smaller organizations will get between \$5-10k, the next

tier will get \$10-25k, and so on. The size of our grant awards are pretty unique across the country.

Presentation – Kent County Theatre Guild

Presentation by Jean Downes, treasurer (since Feb. 2015) of the Kent County Theatre Guild, a 1st time grant applicant. The theatre has been around since May 1953 and the guild was formed in 1960. The theatre has a 7 member all-volunteer board and seats 100 people. She discussed the history, current activities and upcoming shows.

Presentation to outgoing council members

Gifts were presented to Rick Givens (recognized for being chair of the nominating committee) and Maggie Johnson. Mack Wathen, Lou Braithwaite and JoAnn Browning were unable to attend.

Public Comment - None

Old Business - None

New Business - None

Motion and second to adjourn meeting at 12pm - All in favor.

Lunch